

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

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NATIONAL MEDIA RESEARCH PLANNING & PLACE - 3736

ATTN: NMRPP MEDIAASSISTANT 815 SLATERS LANE

ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
400124	09-25-2012		0	NRCC-INDEPENDENT EXPENDITURE	NRCC IE 2012	POLITICALS	WPVI - PHILADELPHIA

	Agency Est#		CMS#	Sales Office	Account Executive	Start Date	End D	ate	Billing					Packa	age C	ontract Title		
	155 426	3260	244485	PHILADELPHIA	A. CLIFFORD	10-26-2012	11-06-2	012	M (Broad	dcas	st Mor	nth, C	ycle 1)	N	24	14485		
Li	ne Start Date	End Date	Time Period	De	escription	_		RC	Duration	М	ΤV	N T	F S	SS	PW		Tot Spots	Total \$
			Agency CPE:												, 5 to ¥			
	1 10-26-2012	10-26-2012	06:00AM - 07		ORNING NEWS 6A MO-FR	(6949)		10	30				1		1	2,500	1	2,500.00
	10-20-2012	10-20-2012	00:00AW - 07	.ooan in	SKIMIO NEWO OA MO-IK	(0343)			30				•		•	2,300	•	2,300.00
	2 10-29-2012	11-01-2012	06:00AM - 07	:00AM M0	ORNING NEWS 6A MO-FR	(6949)		10	30	1	1 .	1 1			4	2,500	4	10,000.00
	3 11-05-2012	11-06-2012	06:00AM - 07	:00AM MO	ORNING NEWS 6A MO-FR	(6949)		10	30	1	1				2	2,500	2	5,000.00
	4 10-26-2012	10-26-2012	07:00AM - 09	:00AM M0	ORNING NEWS GMA 7A M	O-FR (6910)		10	30				1		1	2,500	1	2,500.00
	- 40 00 0040	44.00.0040				o ED (00.10)		4.0					_		_	0.500		
	5 10-29-2012	11-02-2012	07:00AM - 09	:UUAM MC	ORNING NEWS GMA 7A M	O-FR (6910)		10	30	2	1 2	2 1	2		8	2,500	8	20,000.00
	6 11-05-2012	11-06-2012	07:00AM - 09:	·00ΔM Μα	ORNING NEWS GMA 7A M	O-FR (6910)		10	30	1	2				3	2,500	3	7,500.00
	0 11-03-2012	11-00-2012	07:00AW - 03	.ooalii liik	SKINIO NEWO OMA TA III	O-1 IV (0310)			30	'	-				3	2,300		7,300.00
	7 10-30-2012	11-01-2012	09:00AM - 10	:00AM DA	AYTIME 9-10A WEEKKDAY	((6912)		10	30		1	1			2	1,300	2	2,600.00
						` ,										·		,
	8 11-06-2012	11-06-2012	09:00AM - 10	:00AM DA	AYTIME 9-10A WEEKKDAY	′ (6912)		10	30		1				1	1,300	1	1,300.00
	9 10-26-2012	10-26-2012	12:00PM - 12:	:30PM DA	AYTIME NOON NEWS WEE	KDAY (6950)		10	30				1		1	2,000	1	2,000.00
'	0 10-29-2012	11-02-2012	12:00PM - 12:	:30PM DA	AYTIME NOON NEWS WEE	KDAY (6950)		10	30	1	•	1	1		3	2,000	3	6,000.00
١.	4 44 05 2042	44 05 2042	12:00PM - 12:	-20DM D/	VTIME NOON NEWS WE	-VDAV (6050)		10	20	4					4	2 000		2 000 00
	1 11-05-2012	11-03-2012	12:00PW - 12:	SUPIVI DA	AYTIME NOON NEWS WEE	KDA1 (6950)		10	30	1					1	2,000	1	2,000.00
	2 10-26-2012	10-26-2012	03:00PM - 04:	-00PM D4	AYTIME 3-4P MO-FR (7997	7)		10	30				1		1	1,500	1	1,500.00
	.0 20 2012	.5 20 2012	00.001 111 * 04.	Dr	0 41 110 110 (100)	,							•		•	1,000	'	1,000.00
	3 10-29-2012	11-02-2012	03:00PM - 04:	:00PM DA	AYTIME 3-4P MO-FR (7997	')		10	30	1			1		2	1,500	2	3,000.00
					,	-										•		
	4 11-05-2012	11-05-2012	03:00PM - 04:	:00PM DA	AYTIME 3-4P MO-FR (7997	')		10	30	1					1	1,500	1	1,500.00
	5 10-26-2012	10-26-2012	04:00PM - 05:	:00PM EA	ARLY NEWS 4P MO-FR (72	39)		10	30				1		1	1,500	1	1,500.00



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PLACE - 3736

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815 SLATERS LANE ALEXANDRIA VA 22314

Product Code Station/Market Contract No Contract Dt Revision Dt Rev# Advertiser Brand 400124 09-25-2012 0 NRCC-INDEPENDENT EXPENDITURE NRCC IE 2012 POLITICALS WPVI - PHILADELPHIA

Agency Est#		CMS # Sales Office Account Executive			Start Date	End Da	ate	Billing						Package	Contract Titl	е		
	155 426 3	3260	244485	PHILADELPHIA	A. CLIFFORD	10-26-2012	11-06-20)12	M (Broa	dcas	st Mo	nth, (Cycle	1)	N	244485		
Line	Start Date	End Date	Time Period	De	scription			RC	Duration	М	T '	N T	F	S S	SPW	Price	Tot Spots	Total \$
			Agency CPE:	C:155 P:426 E	: 3260													
16	10-29-2012	11-02-2012	04:00PM - 05:0	00PM EA	RLY NEWS 4P MO-FR (72	239)		10	30	1	1	1	1		4	1,500	4	6,000.00
17	11-05-2012	11-05-2012	04:00PM - 05:0	00PM EA	RLY NEWS 4P MO-FR (72	239)		10	30	1					1	1,500	1	1,500.00
18	10-26-2012	10-26-2012	05:00PM - 06:0	00PM EA	RLY NEWS 5P MO-FR (6	988)		10	30				1		1	2,800	1	2,800.00
19	10-29-2012	11-02-2012	05:00PM - 06:0	00PM EA	RLY NEWS 5P MO-FR (6	988)		10	30	2	1	1 1	1		6	2,800	6	16,800.00
20	11-05-2012	11-05-2012	05:00PM - 06:0	00PM EA	RLY NEWS 5P MO-FR (6	988)		10	30	2					2	2,800	2	5,600.00
21	10-26-2012	10-26-2012	06:00PM - 06:	30PM EA	RLY NEWS 6P MO-FR (69	989)		10	30				1		1	4,250	1	4,250.00
22	10-29-2012	11-02-2012	06:00PM - 06:	30PM EA	RLY NEWS 6P MO-FR (69	989)		10	30	1	1	1 1	1		5	4,250	5	21,250.00
23	11-05-2012	11-05-2012	06:00PM - 06:	30PM EA	RLY NEWS 6P MO-FR (69	989)		10	30	1					1	4,250	1	4,250.00
24	10-26-2012	10-26-2012	07:00PM - 07:	30PM AC	CESS MO-FR JEOPARD	Y (7063)		10	30				1		1	4,200	1	4,200.00
25	10-30-2012	11-02-2012	07:00PM - 07:	30PM AC	CESS MO-FR JEOPARD	Y (7063)		10	30		1	1	1		3	4,200	3	12,600.00
26	11-05-2012	11-05-2012	07:00PM - 07:	30PM AC	CESS MO-FR JEOPARD	Y (7063)		10	30	1					1	4,200	1	4,200.00
27	10-26-2012	10-26-2012	11:00PM - 11:	35PM LA	TE NEWS MO-SU (6969)			10	30				1		1	5,000	1	5,000.00
28	10-29-2012	11-02-2012	11:00PM - 11:	35PM LA	TE NEWS MO-SU (6969)			10	30	1	1	1	1		4	5,000	4	20,000.00
29	11-05-2012	11-05-2012	11:00PM - 11:	35PM LA	TE NEWS MO-SU (6969)			10	30	1					1	5,000	1	5,000.00
30	10-26-2012	11-02-2012	11:30PM - 11:4	40PM HIG	3H SCHOOL HUDDLE FRI	(7068)		10	30				1		1	2,500	2	5,000.00





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815 SLATERS LANE ALEXANDRIA VA 22314

	tract Dt Ref 5-2012	vision Dt Revi	Advertiser NRCC-INDEPEN	IDENT EXPENDITURE	Brand NRCC IE 2012	Product Code POLITICALS							Station/Market WPVI - PHILADELPHIA		
Agency Est 155 426 3	3260	CMS # 244485	Sales Office PHILADELPHIA	Account Executive Start Date End D HIA A. CLIFFORD 10-26-2012 11-06-2			2012		dcast Month	· , ,	N	kage Contract Titl 244485	- itle		
Line Start Date	End Date	Time Period		escription			RC	Duration	M T W	T F S	SS	SPW Price	Tot Spots	Total \$	
		Agency CPE:	C:155 P:426 E	E : 3260											
31 10-27-2012	11-03-2012	06:00AM - 08	. MA00:	VEEKEND NEWS 6-8A SA	(6997)		10	30		2		2 1,000	4	4,000.00	
32 10-28-2012	11-04-2012	06:00AM - 07	:00AM WA00:	VEEKEND NWS 6-7A SU	(7055)		10	30			1	1 600	2	1,200.00	
33 10-28-2012	11-04-2012	07:00AM - 08	:00AM W	VEEKEND NWS 7-8A SU	(7056)		10	30			1	1 850	2	1,700.00	
34 10-28-2012	11-04-2012	10:00AM - 10	:30AM W	EEKEND NWS 1130A-12	P SU INSIDE ST	ORY (7	10	30			1	1 800	2	1,600.00	
35 10-28-2012	10-28-2012	11:00PM - 11	:35PM L	ATE NEWS MO-SU (6969	9)		10	30			1	1 5,000	1	5,000.00	
											Cant	tracted Gross Tota	1. 77	200 050 00	
											Cont	iracieu Gross Tota	l: 77	200,850.00	
												Actual Gross Tota	. 77	200,850.00	
												gency Commission		30,127.50	
												Net Tota		170,722.50	
Month/YR		Preempte	d	Made Good	Contract T	otal		A	djustments					Actual Total	
Oct 12		0.00)	0.00	38,00	0.00			0.00	1				38,000.00	
Nov 12		0.00)	0.00	162,85	0.00			0.00	1				162,850.00	
TOTAL		0.00)	0.00	200,85	0.00			0.00	1				200,850.00	